

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XXXVIII

DECEMBER, 1923

No. 6

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To Coast and Highly Indorsed by
Leaders Everywhere Is

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Rochester, N. Y.

 **USINESS** announcements in this Chief
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Trade reach every nurseryman culti-
vating ten acres or more in every State
in the Union. The only publication of the kind.
Loyal to the best interests of the trade and lead-
er in movements which have characterized trade
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AMERICAN FRUITS PUBLISHING CO.,
Box 124, Rochester, N. Y.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Sixth Annual Meeting
in Atlantic City, N. J., June, 1924. F. W. von Oven, Naperville, Ill., Secretary

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1-year XX—Equal to 2-year-1
1-year-No.-1 1-year-No.-2
1-year-No.-3

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FOR LINING OUT

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& DECIDUOUS TREES
SHRUBS & VINES

WHOLESALE GROWERS for THE TRADE
of Choicest
Hardy New England Grown
Nursery Stock

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HUNTSVILLE, ALA.

1870

1923

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1870

SHENANDOAH, IOWA

1923

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We offer

Apple, Standard Pear, Peach, Plum, Concord
Grape one and two year; California Privet
(one year), Amoor River South one
and two year, Extra fine; Magnolia
Grandiflora (all sizes).
Roses (budded).

Send Us Your Want List for Quotation

PRICES IN ADVERTISEMENTS

The AMERICAN NURSERYMAN and the AMERICAN NURSERY TRADE BULLETIN are Nursery Trade Journals—nothing else. Therefore, prices may be used freely in advertisements in these journals, of course.

This announcement is made again, for the benefit of those who may have confused our policy with that of some other publication.

The publishers of these journals do not announce that prices in advertisements therein are "for the trade only" and then send the journals to gardeners, and amateurs generally!

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

STARK BRO'S
Nurseries & Orchards Co.
LOUISIANA, MO.

AMERICAN NURSERYMAN --- December, 1923

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.80 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

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RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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BULLETIN No. 1



First call for the Spring trade has been sounded!

Bulletin No. 1, issued early this month, tells you varieties, grades and quantities of stock available for immediate or Spring shipments, as far as inventories have been completed. If you have not received a copy, write us.

The "early shopper" is going to "get the best of it" this year—in quality of stock and delivery when he wants it.

Jackson & Perkins Company

WHOLESALE NURSEYMEN

Growers of the "PREFERRED STOCK"

Newark, New York

December, 1923

Shrubs with Colored Berries

2.

There are a lot of them. They are plants conspicuous for their beauty even without foliage or flowers. Many varieties are at their best now.

Wouldn't it be a good idea to advertise those things this fall? Of course, the orders couldn't be received in time for fall delivery. Folks decide to buy plants when their beauty or usefulness is impressed upon them by the plants themselves. When they are deciding WHAT to buy, seems like a mighty good time to help them decide WHERE to buy.

A folder on shrubs with colored berries, sent out this fall, would serve to identify you with those things and serve to suggest your firm as the one to send the order to. Let us make you one.

We print Catalogues and all kinds of direct advertising matter for Nurserymen.

3.

THE DUBOIS PRESS

Horticultural Color Printers

Rochester, New York



Mr. Buyer:-

You Cannot Afford

Not to Check Our Bulletins

You will receive them frequently throughout the season. Varieties like Baldwin Apple, Seckel Pear, Hale Peach and many others are practically out of the market today. And you, Mr. Buyer, will get left on a whole lot of other items if you do not check our bulletins carefully now.

ORDER TODAY!



C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

General Nurserymen

WE DO NOT SELL AT WHOLESALE TO RETAIL BUYERS

Chief Exponent of the American Nursery Trade

The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,
39 State St., ROCHESTER, N. Y.

Subscription Rates:—\$2.00 per yr.; 3 yrs. for \$5.00
Canada and abroad: 50 cents extra per year.

ADVERTISING RATE, \$2.80 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

American Nurseryman

The Chief Exponent of the American Nursery Trade

National Journal of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XXXVIII

ROCHESTER, N. Y., DECEMBER, 1923

No. 6

Progressive Methods In Modern Horticulture

A Unique Undertaking

ORCHARDISTS throughout the state are manifesting great interest in the unique undertaking launched by the Kirkman Nurseries aimed to improve the quality and quantity of California's diversified fruit output by encouraging growers to plant and test out new varieties that appear promising from a commercial standpoint. Free trial distribution is proffered to fruit growers who made application for a selected group of new varieties being introduced by plant breeders, made up of plums, prunes, nectarines, almond, apricot and peaches.

Indeed, says the Madera, Cal., Mercury, W. T. Kirkman, Jr., president of the Nursery corporation and originator of the plan, has committed himself to go a step further; he proposes to pay a small royalty during their lifetime to the originators for all buds that may be used in the future from trees propagated by his organization. From the Nurseryman's standpoint this offer, seemingly generous beyond the bounds of sound business, is regarded as assurance of continued steady development of California horticulture and a consequent attractive outlook for all connected with the industry.

Regarding the new plan Mr. Kirkman said: "It has always been an extremely difficult matter to get new varieties tested out in all important fruit regions of the state and until that is done it is impossible to know accurately the value of any variety. Performance in any one section is a very inadequate criterion as to what a variety will do under other conditions. The public has too often been asked to plant new varieties with the most glowing assurance of superiority by the promoter, only to find ultimately unretrievable loss and disappointment."

"To insure greatest opportunity to achieve desired results June budded stock will be distributed mainly in this fashion, and growers who apply for these gratis test lots will be asked to report back on their future performance so that a careful record may be compiled and the adaptability of the several varieties ultimately determined upon amply broad testimony and in relation to widely varying conditions."

Recommendation is being made that the test plantings be made in growers' home orchards to give maximum opportunity for observation. California has already gone far, Mr. Kirkman points out, in originating superior varieties of fruit adapted to climatic and market conditions obtaining in the state. The achievements of Luther Burbank, the federal department of agriculture, university pomologists, and others, he notes, have given California leading place in fruit production, and California originated varieties have supplanted nearly all others in some lines, notably peaches, plums, cherries and almonds.

Commenting on the plan just inaugurat-

ed, Luther Burbank has declared: "Every Californian now and in the future will be benefited by this test and the fruit industry built up on a solid basis." Mr. Burbank has himself selected and packed for delivery budwood of some of his new hybrids for propagating for this trial distribution by the Kirkman Nurseries.



WILLIAM T. KIRKMAN, Jr., Fresno, Cal.

Plants that spell the fortunes of greenhouse men and florists are now made to sprout, grow and bloom artificially with added electric light in half the time and, in some cases, with seemingly twice the vigor, says the New York Times. This principle, rich in possibility for commercial horticulture, was established. It is reported, in joint tests the Westinghouse Lamp Company has conducted during the past six weeks with Peter Henderson & Co., seedsmen, at their Baldwin, L. I., trial grounds, and with Professor Hugh Findlay of the Department of Agriculture, Columbia University, last April.

Under these tests sleeping seedlings and plants were awakened at night to undergo a sort of second sunlight. This was in the form of a battery of powerful overhead electric lamps flooding down upon them five hours at a stretch with much of the directness of the sun at noon. Observers found the shoots responded as typically as at a second morning. Vegetation resumed. Each specimen, which normally would have devoted a daily twelve hours or so to "growing," was made to devote seventeen. Maturity was correspondingly forced. As days passed the "treated" plants began to pull away so noticeably from kindred varieties grown only by sunlight that the latter more and more appeared stunted in comparison.

The principals in the investigation held their studies as yet were in "only the ex-

perimental stage." None of the sanctioned assumption that a greenhouse man now had only to turn on an electric light switch to start a stream of new gold pieces pouring into his strong-box. They predicted more from further tests under way, and counseled patience. Neither did they claim having made a "discovery." Work has been going on along these lines for several years, notably under the auspices of the United States Department of Agriculture, they said.

Professor Findlay announced as his findings:

"1. The use of the tungsten gas-filled Mazda C lamp has a beneficial effect on the growth of flowering plants started from cuttings.

"2. The use of artificial illumination plus sunlight forces a more rapid growth of vegetable seedlings than similar seedlings under sunlight only.

"3. The use of artificial light plus sunlight does not produce a weak, spindly growth of flowering and vegetable plants providing each plant is given sufficient space for normal growth, the proper soil, moisture and temperature conditions.

"4. Flowering plants under artificial light bloomed approximately eight days earlier than plants grown under sunlight only.

"5. The chemical tests of the flowering plants and vegetable seedlings contained approximately the same amount of chlorophyll in both the plants under the lamps and those raised under sunlight only.

"6. The economic value of this experiment to commercial growers depends upon cost of engineering the project and in maintaining the installation at maximum efficiency to bring the evident effect of the artificial light on production."

To this Mr. Hibben of the Westinghouse company added:

"The results on such plants as Boston fern, calla lilies, rose geraniums and others which are in much demand by florists were extremely favorable. In almost every case the plants grew taller, continued to bloom longer and were sturdier than those that did not receive the benefit of the artificial light."

Artificial illumination has a commanding place in future of horticulture, according to the Westinghouse engineer.

Move Overman Nursery Salesyard

A despatch from Spokane, Wash., says: The salesyard of the Overman Nursery has been removed from Riverside and Monroe to E3002 Sprague avenue to secure more space for display of stock. The new location will also permit the growing of specimen trees and plants, according to Robert and Ruth Day, proprietors of the Nursery. The Overman Nursery salesyard was located at Riverside and Monroe 13 years. The Overman Nursery landscaped the model house being displayed at the Home and Building exposition.

Control of white pine blister rust is practical and inexpensive, says the United States Department of Agriculture. All that is required is to destroy the currant and gooseberry bushes within 900 feet of the pines. The cost may vary from 10 cents to \$2 an acre. During 1922 there were 472,887 acres in the Northeastern States cleared of these bushes at an average cost of less than 20 cents an acre.

Use of Fertilizers In Producing Nursery Stock

B. S. Trickett, University of Illinois, Before Illinois Nurserymen's Association

Comparatively little seems to have been written on the fertilization of Nursery stock. A careful perusal of the files of the National Nurseryman for the last dozen years shows absolutely not one paper or article on the subject. The three leading American textbooks on Nursery practice and management deal only briefly and in general terms with the subject of Nursery fertility and even more briefly and more generally with the use of specific fertilizers. Van Slyke, in one of the best American books on fertilizers, devotes more space to the subject than any other authority, so far as I can learn, going far enough to make some practical recommendations on quantities and forms to use. Voorhees, another authority on fertilizers, however, dismisses the subject with but a brief and decidedly vague treatment. Experimental comparisons also are lacking and the writer, therefore, is driven to base his discussion of the subject on the results of certain experiences of plant growers with the use of fertilizers, on analogies drawn from the effects of fertilizers observed on other plants or on Nursery plants after transplanting, and on certain well-known responses of plants in general to standard plant foods.

The experience of Nurserymen is somewhat inaccessible. Sometimes it is regarded as a business and held inviolate by its possessor. More frequently the immediate opportunity to tell it or write it is not offered and valuable information in the possession of many men is not transferred or transmitted. A free discussion of this paper leading to an exchange of experience on the application of fertilizers would doubtless bring out valuable information on the subject. Fortunately, there is a wealth of information on which to draw by analogy and references to the effects of fertilization on other plants and a vast fund of knowledge regarding the responses of plants to the principal elements of plant food. There is also a plentiful stock of information about the composition and physical character of the soil and the effects of various treatments in improving its fertility and physical texture.

The Nursery business in Illinois is characterized by the growth of general crops more than by specialization. Comparatively few Nurserymen confine their attention to the production of fruit trees, the majority being more interested in ornamental shrubs, trees, and flowers. The range of plants grown varies, therefore, from herbaceous perennials to trees of considerable age and size. The types of root systems are as varied as the forms of the plants, some deep, some shallow, some fibrous, some fleshy, some thriving under one set of conditions, and some under another. Recommendations, therefore, on fertilizing must not be too general but must be made with a view to their application to plants of widely varying habits and characters.

Looking at the subject from the standpoint of what is already known about it, it should be noted first that plant analysis indicates that Nursery trees and shrubs use relatively small quantities of the chief elements of plant food each year. A mature apple orchard bearing a good crop of fruit will require 55 or 60 pounds of nitrogen. 8,000 two-year old Nursery trees grown on an acre will have used only thirty pounds per acre, or an average of only 15 pounds per year, while the other elements of plant food are used in correspondingly small proportions. At these rates, which are correspondingly very similar for all kinds of woody Nursery stock, a typical brown silt loam of central or northern Illinois would have enough nitrogen in the top fifteen inches of the soil to produce good plants for three hundred years, if as much as the plants required became available each season.

But the problem of fertility in the Nursery is not to be answered by dividing the annual usage of the plants into the stock supply

present in the soil. If it were, the problems of fertilizer use would be for our great great grandchildren to worry about. Unfortunately there is another outstanding fact, one with which Nurserymen are well acquainted, namely, that the experienced plant grower, if he has a choice in the matter, selects a type of soil that is rich in plant food. Of course, there are differences of opinions among Nurserymen as to what soils are best for this crop or the other but the consensus of opinions says the type commonly distributed as a strong, fertile, clay loam, a soil which ordinarily is rich in nitrogen, phosphorus, potassium, and calcium is best for a general line of Nursery stock. We cannot well escape the logic of the situation when the combined experience of great numbers of Nurserymen extend over long periods of time favors the fertile type of soil for general Nursery results. It is clear that if strong soils are the best for the purpose less fertile soils will require building up to make them equally productive, and it is at least possible that better plants might be produced even on strong soils by resorting to methods of fertilization.

The general requirements of Nursery stock are for a firm, rapid growth of roots and stem. To secure these results, abundant foliage is necessary, and to bring about an abundant supply of the right kinds of plant food in immediately available form with plenty of water to transport it from the roots to the leaves. Nursery crops, therefore, call for a soil which retains an abundance of moisture and which is sufficiently open in texture to permit a rapid, shapely development of root system and at the same time contain an abundance of soluble plant food.

Nurserymen are, next to greenhouse plant men, the most skillful of all growers of plants, and need no reminding that sturdy rapid growth is associated, in most plants, with abundant development of healthy, dark green foliage. I wish, however, to take time at this point to explain briefly the relationship between abundant foliage and a good root and stem development. Plants grow in length and thickness by multiplication of their cell structure. Cells divide and grow because it is the nature of the living cell contents to behave in this way when supplied with sugar, starch, various fats and proteins in the cell sap. These materials must first get into the cell sap from somewhere before they can be utilized for growth. As neither the soil nor the air furnish any of these things directly, it is necessary for the plant to manufacture them for itself. The plant does this by taking carbon from carbon dioxide, a gas always present in the air, through the leaves and combining it with oxygen and hydrogen secured from water, to form carbohydrates, and with nitrogen, phosphorus, potassium, calcium, iron and magnesium to form proteins and various salts necessary for growth.

The principal part of the manufacturing process takes place in the leaves. The energy necessary to convert inorganic materials into organic plant food is furnished chiefly by sunlight, though some of it comes from the breaking down of living cell contents in the actual process of manufacture itself. The stem, which we regard as so desirable from the Nursery standpoint or so ornamental from the standpoint of the landscape gardener, and a considerable part of the root system are really only canals to carry inorganic forms of plant food back from the leaves to various growing points in many places on the plant. New root growth, therefore, is dependent upon the activity of the leaves, while the possibility of functioning fully on the part of the leaves is dependent in its turn on plenty of moisture and plenty of raw material with which to work.

The Nurseryman cannot vary the supply of carbon dioxide which the leaves can secure from the air, but he can vary the moisture conditions in the soil and its content of plant food.

Because the best development of most Nursery plants is dependent on the growth

of an excellent foliage, the first and most important fertility requirement that is more or less under the control of the propagator is water. The inorganic salts found in the soil which are necessary to manufacture organic forms in the leaves must be carried in very dilute solution in water. Water itself is an important plant food, but only a very small quantity of that which passes from the roots to the leaves is actually retained in the plant tissues. The machinery with which the plant gets rid of the water used in transportation is found in the stem of the leaves. The more abundant the leaf surface the greater the amount of water which will be required to keep the leaves turgid to transport plant food and to be eliminated from the plants. Abundant summer rainfall, a retentive soil and irrigation are the means of keeping up the supply. In the humid regions of the Mississippi valley the Nurseryman depends on the natural rainfall supply and a retentive soil, but occasionally irrigation is employed for special crops on limited areas. The water holding capacity of the soil is best increased by an abundant use of stable manure, by plowing in great quantities of vegetable matter as in heavy crops of cow peas, sweet clover, red clover, or buckwheat, and by retaining all the natural supply possible by frequent surface cultivation.

Next in importance to an abundant moisture supply from the standpoint of fertility is an abundant supply of nitrogen. This element of plant food is particularly important where vegetative growth is required. Nitrogen is always found in large quantities at the growing points of plants. Its application results in increased activity of the leaves and in speeding up cell division and growth in the cambium layer and in the ends of roots and branches. The supply of nitrogen present in the soil is limited and is elusive in character. It is held in the soil in insoluble forms in the organic matter that is mixed with the strictly mineral particles of the soil. As soon as it has been changed from its organic forms in the organic matter to forms which the plant can use, it becomes extremely soluble and is easily washed out in drainage water or carried deep into the soil by heavy rains. It is converted from its insoluble organic forms to soluble inorganic salts by bacteria and should be used by the roots almost as fast as it is manufactured in order to prevent waste by leaching. Unfortunately bacterial action leading to the formation of nitrates is dependent on favorable moisture and temperature conditions. Usually there is very little available nitrogen in the soils in April or early May, when the ground is still cool and relatively water soaked. By the middle of May, however, bacterial action is vigorous and continues active as long as the soil is reasonably moist throughout the summer. During periods of dry weather, however, it slows down, but when these are followed again by abundant moisture supply, as frequently is the case in August and September, vigorous succulent growths follow the sudden release of extra quantities of nitrogen late in the season, causing Nursery stock to arrive at winter condition in poorly matured form. In other words the natural supply of nitrogen becomes plentiful rather too late in the season to do the most good for many forms of Nursery stock and cannot be as well controlled as ideal conditions would demand. Of course, the addition of soluble fertilizers carrying nitrogen would correct its lack early in the spring, but they would not prevent nitrification by bacteria in favorable periods late in the season. The most advantageous use and the best regulation of the nitrogen supply during the season is really the most important individual problem in Nursery fertilization.

Nurserymen Benefit

Increased attention to improvement of the raspberry industry of Ohio is expected to result from appropriations now pending in the Ohio assembly for control of raspberry diseases.

Remember the mid-month issue—The AMERICAN NURSERY TRADE BULLETIN.

Greening Nursery Co. Studying Pedigreed Stock

Ten Northern Spy trees in the Farley orchards, Albion, Mich., are being watched and a record kept of their yield and quality by the Greening Nursery Company of Monroe, with a view to getting a line of pedigreed stock from which to propagate.

This is the fourth year of a five-year period over which observation will extend and this fall the ten trees yielded 142½ bushels of the finest fruit ever grown. The record tree to date has produced 25 barrels

in the four years' time. This tree is 14 years old. The best trees this year yielded 28½ bushels of A-1 fruit. Last year the trees gave a yield of 117 7/8 bushels.

The Greening Nursery Company has started to record the work of some McIntosh Reds set six years ago at the Farley orchards. Two of these trees this year picked 16½ bushels. Several of these trees have apples of solid colors while others are striped.

Warning to Orchardists

Under the heading "Tree Borers Use Steel Bits," the California Dept. of Agriculture warns against indiscriminate encouragement of the doctors who offer to treat trees with preparations to reach the sap through borings into the trunk or limb of the tree.

When a worthless remedy is sold the purchaser is usually defrauded only to the extent of the amount of the purchase price. The most insidious feature in regard to the sale of these so-called tree vaccines or inoculating materials is believed to be the effect of "plugging" the trees by inexperienced hands. This question has been discussed in publications of several experiment

stations and in agricultural magazines. The almost universal conclusion is that orchardists are advised of the futility and probable harmfulness of applying the known remedies in the manner under discussion.

Present or future investigations may disclose an effective and safe way to control insects and fungi by means of remedies carried by the sap of trees. At present, however, there is no satisfactorily demonstrated method of this kind which may be used by unskilled hands, nor is it at all certain that a remedy can be thus applied, even by the expert, in sufficient strength to destroy insects or fungi without injury to the trees.

Obituary

Julius Roehrs

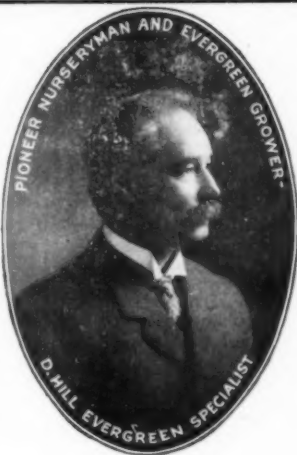
Julius Roehrs, of Julius Roehrs & Co., Rutherford, N. J., died Oct. 31st of cerebral meningitis, aged 45 years. He became president of the company ten years ago upon the death of his father, Julius Roehrs, Sr. He is survived by his wife and four children, and by two brothers, Edward and Rudolph who will continue the business.

Thomas Rakestraw

Thomas Rakestraw, president of the Rakestraw-Pyle Co., Kennett Square, Pa., and treasurer of the Pennsylvania Nurserymen's Association, died Nov. 10th at his home in Willowdale, Pa., aged 74 years. His partner, Mr. Pyle, died a few years ago. Mr. Rakestraw in 1886 took over his uncle's interest in the Kennett Square business. His wife, two sisters and three children survive. Mr. Rakestraw was born in Steelville, Pa., Jan. 11, 1850.

Frederick H. Horsford

Frederick H. Horsford, Charlotte, Vt., died Nov. 4th of cerebral hemorrhage, aged 68 years. He established the Horsford Nurseries in 1893. In 1890-92 he was in partnership with Edward Gillette at Southwick, Mass. He is survived by his wife, two sons and four sisters. The business will be continued by the son, Earl F. Horsford.



WE ARE HEADQUARTERS FOR LINING OUT STOCK

HILL'S EVERGREENS

Hill's Choice Evergreens for Lining Out

We offer a complete assortment of choice conifers for lining out, medium and small sizes that pack up lightly for economical and fast express delivery. Space on this page only allows us to show one or two sizes of each variety, but in most cases other grades are available if desired. Complete price list showing evergreens for lining out, specimen evergreens, deciduous lining out stock, transplanted shrubs, roses, etc., is now ready and will gladly be mailed to any Nurseryman. Many orders have already been placed and some items are selling low. We will be glad to reserve now for delivery whenever desired. Your patronage will be appreciated and we will do our best to please you.

Variety	Inch	100	1000	Variety	Inch	100	1000
Abies balsamifera (Balsam Fir).....	x 4-6	\$ 9.00	\$80.00	HILL'S MUGHO PINE.....	x 4-6	20.00	190.00
Abies brachyphylla (Nikko Fir).....	x 4-6	20.00		HILL'S MUGHO PINE.....	xx 10-12	60.00	
Abies concolor (Concolor Fir).....	o 4-6	5.50	45.00	Pinus ponderosa (Ponderosa Pine)...	o 4-6	2.50	15.00
	x 6-8	25.00		Pinus ponderosa (Ponderosa Pine)...	x 6-8	6.00	50.00
Abies douglasii (Douglas Fir).....	o 4-6	5.00	40.00	Pinus ponderosa B&B.....	xx 12-18	35.00	
Abies douglasii (Douglas Fir).....	x 6-8	12.00	110.00	Pinus strobus (White Pine) B&B....	xx 18-24	50.00	
Abies douglasii (Douglas Fir) B&B....	xx 10-12	30.00		Pinus sylvestris (Scotch Pine).....	o 4-6	2.50	15.00
Abies tsugae canadensis (Hemlock)...	x 8-10	15.00	140.00	Pinus sylvestris (Scotch Pine).....	x 6-8	6.00	50.00
Abies tsugae canadensis (Hemlock)...	xx 10-12	20.00	190.00	Pinus sylvestris (Scotch Pine).....	xx 12-18	20.00	
Abies tsugae canadensis B&B.....	xx 12-18	50.00		Retinospora obtusa.....	x 3-6	15.00	
Abies veitchii (Veitch's Fir).....	x 6-8	10.00	90.00	Retinospora plumosa.....	x 6-8	20.00	190.00
Biota orientalis (Chinese Arbor Vitae)...	o 4-6	2.00	12.00	Retinospora plumosa aurea.....	x 6-8	20.00	190.00
Biota orientalis (Chinese Arbor Vitae)...	x 6-8	15.00	150.00	Taxus canadensis (American Yew)...	x 8-10	12.00	110.00
Biota orientalis compacta.....	x 6-8	15.00	140.00	Taxus cuspidata (Japanese Yew)....	x 6-8	30.00	
Biota orientalis pyramidalis.....	x 6-8	15.00	140.00	Thuja occidentalis.....	x 8-10	8.50	75.00
Buxus sempervirens (Boxwood).....	x 4-6	7.00	60.00	Thuja occidentalis.....	xx 12-18	17.50	165.00
Cedrus deodara (Himalayan Cedar)....	x 4-6	8.00	75.00	Thuja occidentalis globosa Nova....	x 6-8	35.00	
Cryptomeria japonica (Japanese Cedar)	o 3-4	7.50	65.00	Thuja occidentalis woodwardii.....	x 8-10	25.00	
Cupressus lawsoniana.....	o 2-4	3.50	25.00	Thuja plicata gigantea.....	o 4-6	3.50	25.00
Cupressus lawsoniana.....	o 4-6	5.50	45.00				
Cupressus semp. pyramidalis.....	x 8-10	16.00					
Ginkgo biloba (Maiden Hair Tree)....	o 8-10	3.50	25.00				
Juniperus canadensis.....	o 6-8	7.50	65.00				
Juniperus canadensis.....	xx 12-18	140.00					
Juniperus chin. pfitzeriana.....	x 6-8	27.50					
Juniperus commun. hibernica.....	x 8-10	15.00	140.00				
Juniperus virginiana (Red Cedar)....	xx 12-18	20.00	180.00				
Junip. virg. connarti B&B.....	xx 18-24	135.00					
Junip. virg. glauca B&B.....	xx 24-36	225.00					
Larix europaea (European Larch).....	x 8-10	2.50	15.00				
Pachysandra terminalis.....	x 6-8	8.00	70.00				
Picea alba (White Spruce).....	o 4-6	4.50	35.00				
Picea canadensis (Black Hill Spruce)...	o 4-6	6.00	50.00				
Picea excelsa (Norway Spruce).....	o 4-6	2.25	12.00				
Picea excelsa (Norway Spruce).....	xx 10-12	10.00	90.00				
Picea excelsa (Norway Spruce) B&B....	xx 12-18	13.00	120.00				
Picea excelsa (Norway Spruce) B&B....	xx 18-24	50.00					
Picea pungens (Colorado Blue Spruce)...	o 4-6	6.50	50.00				
Pinus austriaca (Austrian Pine).....	o 4-6	3.50	25.00				
Pinus austriaca (Austrian Pine).....	x 10-12	9.00	75.00				
Pinus austriaca (Austrian Pine).....	xx 12-18	25.00					
Pinus banksiana (Jack Pine).....	o 6-8	2.50	15.00				
Pinus excelsa.....	o 4-6	6.00	50.00				
Pinus halepensis (Aleppo Pine).....	x 6-8	9.00					
Pinus montana uncinata.....	o 4-6	5.50	40.00				

SPECIMEN EVERGREENS.

Send for complete catalog.

ROSES.

The D. Hill Nursery Co., Inc., Evergreen Specialists **BOX 402 Dundee, Ill.**
Largest Growers in America

For the Largest Nursery in Pacific Northwest

To create the largest Nursery in the Pacific Northwest, where it is said climatic and soil conditions are unsurpassed for the production and propagation of bulbs, ornamental shrubs and trees, Malmo & Co. has purchased twenty acres of rich land in Georgetown and within the city limits of Seattle. Almost adjoining this property, says the Seattle Times, Malmo & Co., of which Charles Malmo is president, for many years has conducted a Nursery of fourteen acres in extent, which the corporation still retains.

Reasons for this big expansion in an industry long ago established in Seattle are given by the company in the following statement:

"1. The United States government embargo against the importation of Nursery stock from foreign countries.

"2. The humid, temperate climate of the Puget Sound region.

"For years the bulk of the Nursery stock used in the United States has been imported from Europe and Japan. But owing to the spread of certain pests that have been brought into this country by these importations, the federal government has declared a permanent embargo against stock to be sold.

"The embargo is so strict that it virtually prohibits further importation of the rare and staple varieties of the hundreds of ornamental shrubs and trees that formerly were imported in large quantities and were sold throughout this country. Cheap labor in the foreign countries made it possible for dealers to sell the imported stock at a lower cost than it could be grown in the United States.

"Now this condition is changed and Malmo & Company plan to take full advantage of the new situation.

"Nursery experts of this and foreign countries have conceded, it is stated, that the climate and soil of the Puget Sound region are destined to make this part of the country the world's greatest Nursery stock and bulk center. The humid atmosphere is known to be ideal for all varieties of evergreen shrubs and trees and for the many sorts of bulbs that have been imported from Holland, France and Japan. It is claimed that the hot climate of the states to the south is not suitable for the growing of evergreens because the young stock cannot get started in the dry atmosphere no matter how much water is used at the roots.

The United States government has shown by its experimental stations that this is the only place in the country where bulbs can be propagated successfully.

"So taking into consideration the climate and soil and the embargo against importations, Malmo & Co. decided to expand its already large business and prepare for the enormous trade that it is believed is bound to come to this region.

In speaking of the outlook for the Nursery business in this part of the country, Mr. Malmo said:

"The federal government's embargo on Nursery stock has resulted in a wonderful opportunity for the development of horticulture in this region. The embargo has closed the doors of this country against the importation of Nursery stock which, on account of the lower labor costs, has been for the most part produced in Europe and the Orient. It will now be necessary to propagate extensively in this country to meet our own requirements, and it is only to be expected that this Puget Sound region should, with its ideal conditions of soil and climate, become one of the chief centers of expansion in this industry. Leading growers of Europe, several of whom have made tours of this country, agree that our Puget Sound country rivals in natural adaptability to horticulture any of the producing areas of Europe.

"This favorable condition we plan to capitalize to the fullest extent. We will extend our market and expand our propagating and growing equipment. Already we have 74,000 mail order customers in many parts

of the country and it requires 5,000 to 30,000 copies of our catalog to supply the demands of those interested in our Nursery stock, bulbs, seeds and poultry supplies."

California Nursery's New Plants

The acknowledgement of Stanislaus county as a fruit raising district is concretely shown by the increasing activity of the California Nursery company's fruit tree department, established in Modesto, Cal., within the past year. The department was moved there from Niles, Alameda county, itself a well-known fruit raising district.

Beside the extensive planting of fruit trees locally and throughout the valley another fact considered in moving the fruit tree department there was that by growing the trees in this territory they would be thoroughly acclimated to valley conditions, consequently making for quicker growth and healthier trees once they were planted out to a new orchard. They also have a growing plant at Loomis, Placer county, Calif., in order that they may supply their customers who desire trees grown in the foothills.

With the central location of the fruit trees department it is now possible for the planter to call at the yard, personally inspect the stock, take immediate delivery and save time and exposure in getting the stock to the acreage to be set out in fruit trees or grape vines.

Beside the large variety of fruit trees and grape vines carried at the Modesto yard a complete stock of ornamentals and shrubs is also displayed.

Elaborate Horticultural Research

A. W. Chinn, of the California Nursery Company reports that in the section around Merced, Cal., there has been strong demand this season for fruit trees. This in spite of the fact that prices for fruit have not been as high as formerly, which leads the Merced Star to remark:

The psychology of low prices presents a curious study in the working of the human mind. Why should a person refrain from planting an orchard in 1924 because prices were depressed in 1923? Four or five years hence, when these trees come into full bearing, the market may be paying handsome prices for his product. Fruit growing is an industry that cannot be averaged up in a single season; quite to the contrary, it should be considered commercially in periods of not less than five or more years. On this basis a well-cared for orchard or vineyard in California invariably "makes good."

In this connection, says the Star, it is interesting to note that California enjoys the unique distinction of having within its borders the greatest commercial plant growing establishment in western America; distinguished not only for the extent and variety of its economic and ornamental plant products, but for the horticultural research work it has accomplished during its three score years of continuous operation. Founded in 1865 by John Rock, California's leading plantsman for half a century, the California Nursery Company, of Niles, has done more in the way of exploiting California's superb fruit industry and the dissemination of beautiful shrubs and trees, flowers and vines, than any other similar establishment in the country.

In 1907 the active management fell to the hands of George C. Roeding, who established Smyrna fig culture in America, and was for a quarter of a century the warm personal friend of John Rock. It is indeed fortunate that the work so ably inaugurated

by the latter is to be continued by one who appreciates the significance of this institution to the future development of horticulture in this country.

Could Not Meet Demand

Oakdale has taken on a boom as a Nursery center this season, and hundreds of fig trees have been grown by different orchardists the past year for planting in the district and elsewhere.

The almost prohibitive prices at which fruit trees have been held for the past few years, has caused this sudden branching out on the part of the orchardists.

While the Nurseries are small in size, the combined output will reach a big total. The sudden boom which has developed for the Kadota fig during the past year or two, was such that the regular Nurserymen were unable to supply the demand. Some of the pioneer Kadota fig orchards of the state were started here, and most of them have Nursery trees this year. In addition to the commercial Nurseries, some of the larger ranchers, like the Rydberg Bros., and H. S. Frymire of Knights Ferry have grown young trees in big quantity this season.

The probabilities are that hundreds of acres of figs will be planted in this section this winter.

Milton Nursery Company

Established 45 years ago by A. Miller, and having enjoyed substantial growth every year since that time, the Milton Nursery now has 250 acres under cultivation and planted to all varieties of fruit trees adaptable to the climate of this country and to ornamental trees and shrubs, says the Walla Walla Walla, Wash., Bulletin.

During the past few years the concern of A. Miller and Sons, which now conduct the business, Mr. Miller a number of years ago having taken his boys into the business, has been making considerable headway in the expansion of its markets into the country east of the Mississippi river. The firm is now shipping Norway and Schwedleri maples and other trees to all parts of the east. There is also a big demand for Milton-Freewater grown peonies throughout the East and many thousands of roots are shipped there every year.

Perhaps no 250 acres of land in the entire Walla Walla valley undergoes as intensive cultivation as does that owned by the Milton Nursery company. A large crew of men is kept busy throughout the year, with additional help when stock is being prepared for shipment. Scientific methods are used throughout the Nursery, it being the opinion of the management that there is a difference between trees and that the care given a tree during the first year of its life has much to do with determining its usefulness and beauty in years to come.

California Law Repealed

The section of the California law which provided for the registration of out-of-state Nurserymen has been repealed. Therefore, Nurserymen of other states who wish to ship plant material into California are no longer required to furnish a certificate of inspection; file a bond; pay a fee or secure a permit.

Nurserymen are advised to continue submitting manifests of the stock they intend shipping into California to the State Department of Agriculture, as they have in the past. This expedites in a great measure the delivery of the shipments.

Spray Rings Profitable—For one orchard in Webster county, Iowa, where four sprays were applied, the average cost of material per tree was 37 cents, labor 33 cents, depreciation on machinery, 5 cents, making a total cost of 75 cents per tree for the four sprays.

A Union county, Iowa, ring spent \$210 for equipment, material, and the labor of two men and teams, and sprayed 1,500 trees four times, representing a cost of 14 cents per tree. A 12-orchard ring organized in Jackson county, Iowa, several years ago, spends about 15 cents per tree per spray. The results, according to the owners, more than justify the small expenditure.

Crop and Market Conditions

Virginia Conditions

Richmond, Va., Nov. 20—Our sales are most all made through salesmen and four-fifths of them are for fall delivery. Sales for this fall are about ten per cent more than last season. We commenced our digging the first week of October and we have been very busy ever since. We commenced billing out Nov. 1st and hope to finish up in one week more.

It was quite dry when we commenced to dig and it was hard to run digger satisfactorily, but on the whole by running sub-soil plows ahead of digger, we got along very well on most of the stock we had to dig. The season turned dry last April after we had finished with our planting and we lost quite heavily on cutting and apple grafts, also on some evergreens we bought that came in late; but on the whole our stock had done very well and apple and pear made a very heavy growth. Also we got good stands of buds except for roses which for some cause have not been good for two seasons.

Labor was scarce and high. Our labor bill was about twenty-five per cent more than last season. Up to October 1st and since we had to pay twenty per cent more and we expected we would have to pay more and that it would be hard to get as much as we would need, but labor has been very plenty and think it has been better than last season. Our sales have been heavy on evergreen and we had to buy heavy of them at a higher price than we expected—paying \$5 to \$10 for Koster from 2 to 3½ feet sizes. Our own growing of evergreens has done finely the past season and on my visit to about a dozen Nurseries in September I did not see any that had done better.

Our mail orders for this fall have been very light; also we have had very few inquiries for fruit trees from planters.

Or home trade has been very good and we have been busy with them since Oct. 1st. As we have to plant them, it takes a good deal of work.

W. T. HOOD & CO.
W. T. Hood.

Large Plantings of Young Stock

Oconomowoc, Wis.—Nov. 10—The retail demand is keeping up well, although building is slowing down and there are some indications that the demand for Nursery stock will also weaken.

The supply of stock especially in larger sizes is short. There are indications of large plantings of young stock with danger of a surplus in some lines within a few years.

The White Elm Nursery Company has purchased a tract of 80 acres near Hartland, Wis., and intends to enlarge its plant materially. It is now constructing a greenhouse on this property for propagating purposes.

WHITE ELM NURSERY COMPANY.
E. W. Niles.

In the Southwest

Stephenville, Texas, Nov. 10—Stock is pretty plentiful this year. Berry plants are rather scarce. Trees of the western varieties of pecans can hardly be bought. The demand for the western variety is great. Plum trees on plum roots are in great demand. The nematode in this country is very destructive to peach roots. Last season the demand was for early varieties of

peaches, this season they all want late varieties. We sell a few apple trees and they are scarce. There is an unlimited demand for Carman grape vines. I doubt there will be enough vines to supply the demand. The demand for fig plants is pretty good.

J. E. Fitzgerald, of Fitzgerald's Nursery, has recently been on a trip over West Texas. Orchards have died out and thousands of new ones can be sold. No one however, is planting on a large scale like they did a few years ago. We have sold one man 525 pecan trees. This is the biggest pecan order we have sold this season. We sell most all our trees by catalog.

FITZGERALDS NURSERY.

California Nursery Conditions

Niles, Cal., Nov. 20—On the whole conditions in the Nursery trade in California are quite favorable for the planting season of 1924. During the fall there was some apprehension, due chiefly to unfavorable conditions in the fruit trade, that the demand for fruit trees and grape vines might be somewhat doubtful. With recent favorable changes in the general fruit market, confidence in orchard planting has been restored and Nurserymen look for a normal demand.

The outlook for ornamental plants is, however, much better. The unprecedented activity in the building trades, which finds large expression in the erection of new homes in all portions of the West, gives assurance of a heavy local demand during the coming planting season for all kinds of ornamental trees and shrubs. The shipping of certain Nursery plant products from California to eastern points is a growing factor which bids fair to develop into an industry of large proportions, enlisting the investment of large capital and the employment of much labor. It is estimated that the gross annual turnover in Nursery plant products in California now equals the annual gold output, viz: between seventeen and nineteen millions of dollars.

CALIFORNIA NURSERY COMPANY.

By Geo. C. Roeding, President.

Orders Heavier Than Usual

Winona, O., Nov. 10—Orders are much heavier than usual this year, particularly for the more common lines of shrubs and evergreens. Indications are that we will soon be sold short on many items especially those not easy to grow. We have had a very dry fall, but are having rains now that will make digging easier. Early severe frosts started our digging earlier usual.

J. JENKINS & SON.

Lively Demand for Coniferous

Sales with us up to date are not quite up to last year's mark and we anticipate rather slow selling season from this on. However, there seems to be a lively demand especially for coniferous stock.

SHERMAN NURSERY CO.

E. M. Sherman, President.

Patchogue, N. Y., Nov. 15—Business is good. Best fall we have ever had. Evergreens 3'-4' are scarce. It is not hard to sell trees; it is the question of having enough to sell. Demand is for quality stock.

SWAN RIVER NURSERY.

H. R. Fry, Mgr.

Highway Planting in California

Sacramento, Oct. 10—Announcement is made by State Forester M. B. Pratt that 60,000 shade and ornamental trees of the finest quality will be ready about November 15 for distribution for public use from the state shade tree Nursery near Davis. Orders from proper sources may be filed with the board of forestry now. They will be filled in the order in which they are received.

With this announcement the state forester opens his campaign to have many miles of shade trees planted along the state highways of California during the winter and early spring.

Plantings, this year, will be done under an entirely new policy recently announced by the state shade tree committee, which is designed to systematize the effort to beautify the highways of the state.

While communities may purchase trees for public use, tree planting along the state highways in the future will be done by the highway commission directly, the cost of planting and maintenance for one year to be borne by clubs, chambers of commerce, boards of supervisors and other officials and organizations interested.

It is estimated that it will cost \$234 per mile where trees are placed 100 feet apart on both sides of the highway.

Whenever the necessary funds are deposited with the state highway commission, the work will be undertaken. The \$234 covers the cost of the trees to be furnished by the state Nursery, the cost of planting and placing guards, and the cost of watering for one year. After that the commission will assume the burden of looking after the trees.

Extensive plantings throughout the state, the commission has decided, are too great a burden on its maintenance funds, and the initial cost will have to be met locally hereafter.

Community tree planting days have been the means of encouraging public interest in highway beautification, but the commission and the board of forestry have found that in many cases the trees are not properly planted under such circumstances, and from the standpoint of their proper growth it has been decided that, in the future, planting shall be done by employees of the commission under the direct supervision of the state shade tree expert.

Better results are expected under the new plan and Pratt is hoping that all of the available stock at the state Nursery will be used up during the coming planting season.

In Indiana

Bridgeport, Ind., Nov. 10—Our business this fall has been very satisfactory. Quite a few items on shrubs seem to be short and very difficult to obtain. However, the general list of shrubs, we think, will be sufficient to supply the demand. We look for a good clean-up on practically all lines at the end of the spring season.

Prospects for spring business are good. About the only big surplus in this section is in large Norway maples and sugar maples in all sizes but with the general shortage of shade trees that prevails today, we believe these items will be more ready sales from now on.

C. M. HOBBS & SONS.

Demand For Perennials

Baraboo, Wis., Nov. 15—Both retail and wholesale demand for hardy perennials is good. Drought has reduced the supply of perennial stock.

W. A. TOOLE.

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Single Copies	.30

Advertisements should reach this office by the 25th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., December, 1923

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery men know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

UNAMERICAN

There are trade publications in the United States which argue that Federal bars which are intended to prevent losses similar to the following should be let down!

The chestnut blight is the result of a fungus growth which gets under the bark and destroys the trees by girdling them. It was discovered in 1904 in trees on Long Island, which had been brought in from Asia. Since that time it has spread throughout the chestnut growing regions of the eastern United States, made gaunt white skeletons of what once were valuable food and timber trees, and threatens to wipe out completely the American sweet chestnut.

When writing to advertisers just mention American Nurseryman.

THE TYPICAL NURSERY OF 1944

There is indeed, food for thought, as John E. Pickett, editor of the Country Gentleman, says, in commenting on what Henry Ford of Detroit observes as to farming methods, in his book "My Life and Work."

"I was born on a farm at Dearborn, Michigan, and my earliest recollection is that, considering the results, there was too much work on the place. That is the way I feel about farming," declares Mr. Ford. Another comment is:

"If anyone equipped a factory in the style the average farmer is fitted out the place would be cluttered with men. The worst factory in Europe is hardly as bad as the average farm barn. Power is utilized to the least possible degree. Not only is everything done by hand but seldom is thought given to logical arrangement. A farmer doing his chores will walk up and down a rickety ladder a dozen times. He will carry water for years instead of putting in a few lengths of pipe. . . . He thinks of putting money into improvements as an expense. Farm prices at their lowest are dearer than they ought to be. Farm profits at their highest are lower than they ought to be. It is waste motion—waste effort—that makes farm prices high and profits low.

"The moment the farmer considers himself as an industrialist, with a horror of waste either in material or men, then we are going to have farm products so low priced that all will have enough to eat, and the profits will be so satisfactory that farming will be considered as among the least hazardous and most profitable of occupations. . . .

"Nothing could pay the way farming is conducted. The farmer follows luck and his forefathers. He does not know how to produce economically and he does not know how to market. A manufacturer who knew how neither to produce nor to market would not stay long in business. That the farmer can stay on shows how wonderfully profitable farming can be."

The Nursery business is more like general farming than it is like anything else. Mr. Ford's observations are overdrawn so far as the methods of many progressive farmers of today are concerned, but we wonder to what extent his observations may be justly applicable to the methods under which the attempt to conduct Nursery operations in some cases is being made.

Much of the remarkable success of the richest man in the world can be attributed to his persistence in eliminating lost motion and waste. "Our machines are placed very close together," he says. "Every foot of floor space in the factory carries the same overhead charge. The consumer must pay the extra overhead and the extra transportation involved in having machines even six inches farther apart than they should be."

In the Ford factories the work is taken to the man instead of taking the man to the work. Among the principles which govern all operations there are these: That a man never shall have to take more than one step, if it can possibly be avoided, and that no man ever needs to stoop over. Raising the height of the assembly line cut the time of assembling the flywheel magneto nearly seven minutes. So it goes throughout the whole plant. The amazing speed at which finished cars are turned out is the result of close study and experiment to increase the productive power of each worker.

"A million men working by hand could

not even approximate our daily output," says Mr. Ford. "No one could manage a million men. But more important than that, the product of the unaided hands of those million men could not be sold at a price in consonance with buying power. . . . I do not see how under such conditions the men could possibly be paid more than ten or twenty cents a day—for of course it is not the employer who pays the wages. He only handles the money. It is the product that pays the wages. . . . We are in the opening years of power farming. We shall have as great a development in farming during the next twenty years as we have had in manufacturing during the last twenty."

ALL THERE IS TO IT

In a recent article in The Nation's Business, official journal of the Chamber of Commerce of the United States, appeared this significant statement by F. M. Russell, U. S. Department of Agriculture:

NO NEW IMPORTANT PEST IS KNOWN TO HAVE BECOME ESTABLISHED IN THE UNITED STATES SINCE THE PASSAGE OF THE ACT. (QUARANTINE 37).

This is recalled in connection with a statement in The Nation's Business of Nov. 1923, by the committee on plant quarantines of the Merchants Association of New York, in which an attempt is made to call into question the advisability of maintaining such protection to American agriculture, in general and horticulture in particular.

What is back of the action of the U. S. City merchants whose business is with the yardstick?

What is back of the action of the U. S. Department of Agriculture whose business is solely to protect and develop the Nation's chief asset and largest industry?

A smile inevitably creeps over the countenance of every patriotic, impartial, unselfish observer when these questions are asked—a smile called forth by clear understanding of the animus in the case.

Columns have been written and may yet be written on Quarantine 37, but we submit that in the above paragraphs the reader will find all there is to it.

NATIONAL CHAMBER OF HORTICULTURE

Fifteen or twenty years ago we suggested and later advocated vigorously the idea of national body in which the activities of all state, district and national associations devoted to special phases, of horticulture could be co-ordinated for mass action in case of need at Washington or otherwise. But we were too far ahead of the times, apparently. Every now and then some periodical broaches the subject.

Anyway we have succeeded in getting, on paper at least, the affiliation of state and district Nursery trade associations with the American Association.

A NURSERYMAN HONORED

Paul Stark, orchardist and Nurseryman, of Louisiana, Mo., was elected president of the American Pomological Society, succeeding Dr. L. H. Bailey, formerly dean of Cornell University. Mr. Stark is associate editor of the American Fruit Grower magazine, and treasurer of the Stark Brothers Nurseries, which has 10 branches in various states, including New York, Pennsylvania, Indiana, Missouri and Oklahoma. Mr. Stark is 35 years of age and is a graduate of Cornell University, class of 1912.

TWO FAMOUS TRADE MARKS

In a recent communication to the American Nurseryman a Middle States Nurseryman wrote that the trade mark of the Pacific Coast Association of Nurserymen, "Dependable Nursery Products," is restricted in its use to the officials of the association—"that it cannot be used by the members in any way, shape or manner for their own advertising, stationery or any thing of the sort."

That this is a misconception is shown by the statement just at hand from an officer of the Pacific Coast Association of Nurserymen. He says:

"The Pacific Coast Association trade mark, 'Dependable Nursery Products,' is not restricted to any individual or class in the association, but is used by every member of the association who so desires; granting, of course, that he has subscribed to the code of ethics of the association as a preliminary to his securing membership therein."

The following official announcement regarding the Pacific Coast Association trade mark is in the Secretary's report in the published proceedings of the 19th annual convention of the association in July 1921:

Trade Mark and Membership Covenant

The design adopted by the Board as trade mark is that of the original design which has been used by the Association for the past ten years modified to contain in the center the words "Dependable Nursery Products," and for the members who desire to use it the word "member" was substituted for the word "the" contained in the circle. The question at once arose as to abuse by any Nursery in the use of this trade mark. As a safeguard the membership covenant was devised, the essence of which is to obligate fair play and to guarantee a square deal to customer, competitor and supplier. Up to this time nearly one-third of the members of our Association have called for the member trade mark and purchased an electro, but it has been used very little in newspaper or general advertising.

While there is no restriction whatever on the use of the trade mark, "Dependable Nursery Products," by any member of the Pacific Coast Association of Nurserymen who has signed the membership covenant and is in good standing, the trade mark is not in general use throughout the membership, for reasons stated by Secretary Tonneson. He says:

"The trade mark emblem, as above indicated, is primarily an association trade mark representing the policies, the educational influences and the co-operative efforts of Nurserymen as an association body to produce and deliver dependable products with fair play to all concerned. As such it is fully serving the intended purpose. Horticultural officials and planters generally and also the press recognize that membership signifies an endeavor to render satisfactory service to the public.

"The trade mark is not generally used by members in their advertising and literature for several reasons. Most of the larger and long established Nurseries have their trade mark which necessarily has become valuable to them and they do not regard the use of several emblems as attractive. When a number of Nurseries advertising in the same paper all use the same emblem in style it affords opportunity for antagonizers to call 'trust', giving the impression that the association's purpose is to boost prices, mainly, when such is not the case. Then again it might appear that each Nursery using same would assume financial responsibility for the other for any error committed. The words 'Dependable Nursery Products' are used by various members, but



Trade Mark in use by members of the Pacific Coast Association of Nurserymen 12 years

not as emblem in style above shown, recommended and observed principally for the reasons above given, but the emblem is not registered and there is no positive restriction.

"One of the essential purposes is to standardize practice. All applicants for membership sign the membership covenant.

"We are not so much concerned about the problem of advertising Nursery stocks at this time, as regarding the difficulty of expanding the commercial fruit markets."

Here is the covenant which every member of the Pacific Coast Association of Nurserymen must sign; it has been referred to repeatedly in this journal; it is one of the finest applications, in the entire trade, of the principle of business ethics which for years the American Nurseryman single-handed and alone has advocated in and out of season, amid both praise and



Trade Mark in use by members (now as a slogan) of the American Association of Nurserymen 3 1/2 years

scorn, in the face of opposition and in the encouragement of hearty endorsement, steadfastly, persistently, to the point where practically every Nursery trade association in the United States and Canada has adopted and placed on its records a Code of Ethics.

Membership Covenant

Recognizing the value and privilege of membership in the PACIFIC COAST ASSOCIATION OF NURSERYMEN, due to its long established and continued policy of co-operation in promoting the Horticultural Industries and to the standard of ethics adopted, which each member obligates himself to maintain, the undersigned will observe all reasonable endeavor to conform to sound business methods including established grading rules, render honest service and to guarantee a square deal to customer, competitor, and supplier, thus co-operating to maintain the standard of "Dependable Nursery Products" for the mutual satisfaction of all concerned.

The Firm

has signed this covenant, required by all members in good standing, copies of which are on file at the office of the Secretary, Pacific Coast Association of Nurserymen.

Date

Executive Secretary, Burton, Wash.

A REMARKABLE PUBLICATION

As we go to press announcement is made of the publication of the long-awaited "STANDARD PLANT NAMES" upon which a joint committee (J. Horace McFarland, chairman; Harlan P. Kelsey, secretary) has been working literally night and day for years. We have acquainted our readers from time to time with the value of this work, the cost of the mechanical production alone being nearly ten thousand dollars. No other cost is considered. Instead of \$10, the price per copy is \$5.00; thin paper flexible edition, \$6.50.

LANDSCAPING SMALL PLOTS

O. C. Doerrier, who went to Los Angeles, Cal., four years ago from Chicago, has moved to Monrovia, Cal. He is now connected with the Rodger Nursery at Arcadia, Cal., as landscape specialist. In Chicago he developed beautiful water front home grounds on Lake Michigan. In Los Angeles he has done similar work in the fine residence section around Hollywood. He says it is a popular fallacy that only expansive estates can be landscaped. He produces on a lot 48x160 a Spanish type of house and gardens which is said to equal anything produced on million-dollar estates. Any property, in his opinion, which is worth \$5500 to \$6,000 can be effectively landscaped.

This, too, is one of the ideas of J. A. Young, Aurora Nurseries, Aurora, Ill. Mr. Young argues long and earnestly that the time will come when some landscape architects at least will cater to the needs of the small lot owner and will have more work than they can do the year around at moderate prices designing special effects. At present the cost of a landscape architect's services are too great for the small lot owner; but in Mr. Young's opinion some landscape architects, either with or without connection with Nurseries, are going after this undeveloped field.

Mr. Young rightly says that such work will do more than any other one thing not only to make American homes really artistic from a landscape point of view but also to increase greatly the demand for Nursery stock. The average householder does not know how to order or to plant the shrubs, trees and plants he believes he ought to have and he shies at the thought of engaging an architect to advise him. The point for Nurserymen is that the results of expert designing will be so great that all the neighbors will be stirred to action, as compared with indifferent results of the householder's unaided efforts.

Wilder Medal for Canada and U. S.

The United States and Canada divided honors in the past year in the development of superior fruit, representatives of each country being awarded the coveted Wilder medal at the final session of the American Pomological Society, held in connection with the Eastern Apple Exposition in Grand Central Palace. To the Geneva Experiment Station, a state-supported institution, the honor was given, based on its production of the new Cortland apple. A medal was also voted to the Central Experiment Station of Ottawa, Canada, for the development of the Lobo apple. Both are silver medals, and are regarded as the "Nobel Prize" in horticulture.

Although the Wilder medal has been in existence fifty years, and has been awarded 288 times, either in the form of silver or bronze, it has rarely been earned by apple producers. It is a striking commentary, therefore, on the advance of Eastern apple growers that the national horticultural body should have selected two for the highest honors of the year.

The Cortland apple is fine, large, juicy fruit, a cross between the McIntosh and the Ben Davis, which ripens late in the year, thereby extending the apple season. It possesses extraordinary tenacity in sticking to the trees in the face of the late season storms, this being considered its most valuable characteristic. The Canadian apple has nearly the same characteristics as a fruit, but differs materially in that it ripens early, and thus does not share in making the apple an all year fruit.

The Southern Association

SEVEN DOLLARS PER NEW MEMBER

That seems too high a price for increasing the size of the American Association of Nurserymen. Former President Paul C. Lindley, of the A. A. N., addressing the Southern Nurserymen's Association last month on the subject of national organization matters, said:

Hasn't the time arrived when our new membership should come to us asking for the privilege of becoming members without our spending something like \$7 per member. Last year that was the actual cost for booklets and publicity mailed to about four thousand Nurserymen for ninety new members. Getting that number by Secretary Sizemore and Publicity Manager Rockwell was one of the outstanding reports at Chicago. While this is getting away from the report I was asked to give I think you will pardon me if I try to tell how you can strengthen the A. A. of N. and what it can do for you.

I noticed in a trade paper a few days ago that the Nurserymen and horticulturists in Alabama were very much exercised concerning new laws. I am not familiar with the nature of same and some may say that it is a state affair. Yet it affects all of us; but, banded together, a proper solution can be worked out for our mutual benefit. Problem in distribution is one of the features that a national association is trying to work out, as well as economy in production. "The way that pays" is the association way to prevent you from getting deeper into the rut, which is the greatest fault of our industry; we follow, but seldom lead. Women's clubs, Rotary, Kiwanians, Civitans, and Lions, and all civic clubs are talking our business. What are the Nurserymen doing? Are they offering new varieties, novelties, and, last of all, service? Opportunity is knocking, but year after year it is the same old catalogue, same old variety list, and, unfortunately, many of us also consider the sale forgotten when the order is boxed or baled.

There are many other reasons why you should be a volunteer. A few brief ones are: Express service, labor rates and embargoes. Association influence will secure satisfactory solutions. We can only influence legislation that is beneficial to our industry by being a well organized body. The larger the association the more effective will be its work along all lines. Our vigilance committee is a protection to assist in preventing the small number of the dishonest trade from the honest, reliable firm.

Isn't it a paying investment, not a tax or fee, to help the association when we are trying to solve your transportation problems, improve the industry, correct all troubles through our committees, give strength, protection, success, and a paying investment to your business? We are only asking for your co-operation and a small fee for a dividend paying investment.

Mr. Lindley has given convincing reasons why the accessions to the membership of the American Association should be volunteers. Why should it be necessary to urge and solicit membership?

It is proverbial that man wants that which is not easy to obtain—and especially that which is prohibited. Thomas Mott Osborne, originator of the Welfare League in the state prisons of New York and other states replaced the heavy fence, barb-wired and electrified, around the state prison, in one instance, with a low chicken-wire fence which anyone could step over—and put the inmates on their honor, under inmate police! Not a prisoner in 6,000 escaped. The inmates were no longer restrained.

As soon as intoxicating liquor was prohibited, demand became insistent.

The journal has repeatedly advocated the limiting of the number of members in the A. A. N. and the establishment of a waiting list. We believe the volunteers of whom

Mr. Lindley speaks would then be forthcoming; provided the value of membership is maintained and still further increased—and made known outside of the organization. And that publicity need not cost \$7 per member.

What Nurserymen Have Done

In his address on "What the Nurseryman Has Done for America," Walter W. Hillenmeyer, Lexington, Ky., at the convention of the Southern Nurserymen's Association in Atlanta, Ga., said:

How am I to measure the real value of the Nurserymen and his influence on America's development? How can I justly praise his work? Perhaps by telling you that he has filled places of honor and trust, or that he has done his share in the economic upbuilding of America; that annually his business amounts to \$20,000,000; that he employs a hundred thousand men; or that the fruit from the plants he sold last year brought many millions of dollars. But show me if you can a standard by which I might gauge the full effects of his products! Is there any measure into which we may pour the comforts of cooling shade or shadows; are there scales on which to balance the beauty and inspiration incited by the development of these things the Nurserymen sells? To value the surgeon's knife guided by the eye of science, the consoling effect of a murmured prayer, or the inspiration of the bard were just as easy. The existence of the Nurseryman has been none of production, education and inspiration, his products having been necessary, utilitarian and beautiful as well. We are the followers of a chosen profession. Let us, then, continue to enoble it, so that when America has whirled through another cycle, the handiwork of the Nurseryman with their God-given tools may continue to build along every roadside, in every home-yard and hamlet, on street, park and playground, in fact in every habitat of man, a greater and growing monument of our product.

S. N. A. Bulletin

President Walter W. Hillenmeyer in the November bulletin of the Association says on the subject of committees: "I have had the acceptance of the 'good of the trade' secret of vigilance committee for several weeks. All unethical practices, malfeasance, undesirable credit risks, etc., of firms or individuals should be forwarded to the secretary who will pass them on to this committee for final consideration. Let every S. N. A. member co-operate for mutual protection. Do your share as this list will be available from the secretary's office when finally compiled.

"The legislative committee is Henry Chase, chairman, J. R. Mayhew and Chas. Smith. May their troubles be little ones. Special Georgia postal committee, of course, stands. For arbitration we have this year Cobb Caldwell, chairman, Chas. Simpson, Lee McLain. Use this committee if you have matters that need its attention."

Mr. Hillenmeyer asks opinion with regard to an Association surplus list and a general survey of production of stock to guard against over planting.

Iowa Nurserymen will hold their third annual meeting, Dec. 6th, in Des Moines. R. S. Herrick, of that city, is secretary.

The Frazer Nursery Co., Huntsville, Ala., this fall made its first shipments from its California Street plant. Business in general is satisfactory.

Howard & Smith, Los Angeles, Cal., do not purchase rose stocks. They use their own, wholly Gloria de Rosamane. They grow 750,000 field roses.

Insecticide Misbranded

On or about August 15, 1922, the United States Attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying condemnation and forfeiture of 136 packages of "Sulfocide." It was alleged in the libel that the article had been shipped on or about April 19, 1922, by the B. G. Pratt Company, Hackensack, N. J., from the State of New Jersey into the State of Missouri, and that having been so transported, it remained unsold at Nursery, Mo., and that it was an adulterated and misbranded insecticide and fungicide within the meaning of the Insecticide Act of 1910.

Adulteration of the article was alleged in the libel for the reason that it was intended to be used on vegetation, to wit, peach and Japanese plum trees, and the said article contained a substance or substances which, when used and applied in the method and manner and in the strength and proportion as indicated and directed by the label thereof, would be injurious to such vegetation.

On February 5, 1923, the H. J. Weber & Sons Nursery Company, Nursery, Mo., claimants, having admitted the allegations in the libel and consented to the entry of a decree, judgment was entered finding the product to be misbranded, and it was ordered by the court that the product be released to the said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of \$1,000, in conformity with section 10 of the act, conditioned in part that it should be relabeled to the satisfaction of this department.—U. S. Dept. Agriculture.

Southwest May Take It Up

Addressing the Southwestern Association of Nurserymen, of which he is president, J. R. Mayhew, Waxahachie, Tex., said:

Some years ago, through the American Association of Nurserymen, we made a wonderfully fine beginning, and were making real progress when the world, and we with it, faced about. In our madness we discarded a trade-mark around which we could have built a publicity campaign which, in my mind, would have meant millions in sales. At the same time we scrapped an organization which it had taken five years to build and which, I verily believe, would have by this time been serving in a most efficient way the members of that organization.

That plan, I verily believe, would have been worth more to the Nursery business than anything else heretofore contemplated. What was so splendidly started by the American Association of Nurserymen can, in a small way, be adopted by this association. I wish I had the encouragement to propose that you take up in a limited way the work discarded by the national association, that you inaugurate here in the Southwest such a publicity campaign as you might be able to finance, and that through the medium of co-operative publicity you test out the efficiency of what I have proposed. I do not know to what extent this will appeal to you, nor do I know how much money could be procured for such a campaign, but I do believe the question is worthy your consideration, and if you think favorably of it, the matter can be gone into further.

Joseph H. Hill Co., Richmond, Ind., prefer Manetti stock for roses.

The acreage of the Wathena Nurseries, Troy, Kan., has been increased by the purchase of the farm of J. L. Berry.

A. J. Webb, widely known rancher of the Arlington, Wash., district, has announced plans for the planting of a twenty-acre sour cherry orchard on his tract near Cicero. It will have 2,480 trees, or 124 to the acre.

When writing to advertisers just mention American Nurseryman.

Special Trade Offer

EVERGREENS

	10	100
500 Douglas Fir...tt 2-3 ft.	\$ 5.09	\$ 40.00
1800 Douglas Fir...tt 18-24 in.	3.50	30.00
500 Wh. Spruce...ttt 2-3 ft.	11.50	100.00
500 Wh. Spruce...ttt 18-24 in.	8.00	70.00
7500 Nor. Spruce...3 yr. 4-8 in.	17.50	150.00
500 Aus. Pine...ttt 3-4 ft.	13.00	110.00
300 Aus. Pine...ttt 4-5 ft.	6.00	50.00
500 Red Pine...ttt 4-5 ft.	27.50	250.00
100 White Pine...ttt 8-10 ft.	17.50	150.00
500 " " " " " " " " " " " "	11.00	90.00
200 " " " " " " " " " " " "	13.50	120.00
500 " " " " " " " " " " " "	6.50	55.00
4500 " " " " " " " " " " " "	2.50	20.00
5000 " " " " " " " " " " " "	2.00	15.00
5000 Hemlock S. 3 yr. 8-12 in.	12.00	100.00
10000 " S. 3 yr. 6-9 in.	9.00	80.00
30000 Jap. Spruce, 3 yr. 6-8 in.	6.00	50.00

DECIDUOUS TREES

4000 Silver Maple...t 2-3 ft.	5.00
6000 " " " " " " " " " " " "	3.50
500 Sugar Maple...ttt 10-12 ft.	12.00
500 " " " " " " " " " " " "	10.00
500 " " " " " " " " " " " "	8.00
2000 " " " " " " " " " " " "	6.00
2000 " " " " " " " " " " " "	5.00
200 White Ash...ttt 12-15 ft.	10.00
500 " " " " " " " " " " " "	8.50
1000 " " " " " " " " " " " "	6.50
500 " " " " " " " " " " " "	5.50
1000 " " " " " " " " " " " "	4.00
500 " " " " " " " " " " " "	3.50
4500 " " " " " " " " " " " "	4.50
3000 " " " " " " " " " " " "	4.00
300 American Basswood or Linden ttt about 2 1/2 in. cal.	8.00
100 Europ. Linden ttt 12-14 ft	20.00

DECIDUOUS SHRUBS

4000 Sweet Briar Rose S.... 12-18 in.	5.00
6000 " " " " " " " " " " " "	4.00
8000 " " " " " " " " " " " "	4-8 in. 2.00
2000 Buckthorn S. 3 yr.... 1-2 ft.	15.00

* S means seedling and the number of t's indicates the number of times transplanted.

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First Forms: - 8th each month
Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g. Co., P. O. Box 124, Rochester, N. Y.

The National Association

THE proceedings of the 48th annual convention of the American Association of Nurserymen have been issued in unusually attractive form by Secretary and Traffic Manager Charles Sizemore. There is a special decorative cover and on the opening pages are portraits of the officials and publicity men. The proceedings, as covered in the *American Nurseryman* in issues following last June's convention, make up a book of 162 pages. Convenience for reference when filed would be increased if the title and date were printed on the back edge of the book so that the proceedings of a particular year could readily be selected from a row of these books standing upright on a shelf. It has been our custom to better this information in ink on the edge of the book.

Market Development

Chairman Paul C. Lindley and Manager F. F. Rockwell of the Market Development committee of the American Association of Nurserymen are working on publicity matters. A canvass of newspapers using publicity service has been made to ascertain the extent to which mat illustrations can be used along with the text. The scope of this work will depend upon the funds available. Manager Rockwell says:

PLANTING SERVICE BOOKLET

During the past year, there were distributed a half million copies of the two booklets, "It's Not a Home Till It's Planted" and "It's Not a Farm Home Without Fruit."

Samples of the new edition of these booklets have just been mailed to all the members of the Association, and orders for the new edition are coming in rapidly. If, by any chance, you have not seen these, send at once for sample copies, even if you are not a member of the Association. You will find these booklets a great help in securing orders. Many small Nurserymen, doing a local business, who are not members of the American Association, could use these booklets to excellent advantage. Two other booklets are in preparation: "How to Plant Them So They Will Live" and "Small Fruits for Farm and Home." Samples of these will be sent out to the membership soon. The Association is distributing Hilborn's "Amateur's Guide to Landscape Gardening" and Paul Lindley's "Plant Points." The Hilborn book has been judged to be the best landscaping book for the beginner. It is simple and practical. Paul's "Plant Points" is a pithy, practical little book which cannot fail to build up good will if you use it as a "service" feature with your customers. It is so inexpensive that you can afford to send it to almost every good customer; and the material in it, presented in Paul's epigrammatic paragraphs, is sure to be read and to bring customers better success with what they plant.

ARTICLES IN BOUND FORM

Another "service" feature for customers is a bound set of the reprints of the newspaper articles consisting of some fifty articles on almost as many different subjects. A few of the headings are: "Hedges for Every Place and Purpose"; "A Big Opportunity for Fruit Growers"; "Why Plant Shrubs in the Fall?"; "Vines That Will Make

Your Veranda Cool and Comfortable"; "Start a Strawberry Patch This Spring"; "Roses that Will Grow Anywhere." These can be obtained at 18c per bound set.

Another business stimulator is the little folder in three colors, suggesting the use of plants for Christmas gifts. Many of these have already been ordered, but there are Nurserymen who have not yet ordered a supply to use in a special drive for Christmas, a season which is ordinarily dull. This little folder is described more in detail elsewhere in this issue. If you have not seen a copy of it, send immediately for one.

LANDSCAPE LANTERN SLIDES

Last year members of the Association made good use of the set of colored lantern slides sent out by the National Planting service to members. There is a nominal charge of \$2.00. The slides were in use continuously from Thanksgiving until June 1st. They were sometimes shipped from one place directly to the next without being sent back to the home office. Reservations should be made well in advance of the time they will be needed. A local garden service or women's club may use them if it knows that such a set of slides is available. Material for a second set of slides on tree fruit and small fruit will be ready for winter and spring.

MEMBERSHIP CAMPAIGN

A campaign for more members is also being pushed directly and through the Broadcasters. A "prospectus," in the way of an outfit consisting of samples of the newspaper articles, the various booklets, literature describing the American Association and its workings, application blanks,

etc. has been sent to each of the following Broadcasters: A. McGill, Washington Nursery Co.; James A. Stubbs and John Fraser, Huntsville Wholesale Nurseries; Charles Ferguson, E. S. Welch, R. R. Harris, E. S. Welch, Lester C. Lovett, C. G. Perkins, C. R. Burr, Robert Chase, Wm. Pitkin, T. H. Cobb, F. A. Wiggins.

The Thanksgiving issue of the *Boost'er*, with a special message and an invitation to join the Association by President Kelsey has been mailed to over 6,000 Nurserymen throughout the country. It contains, among other things, a list of the new members who have joined since the last issue of the *Boost'er* in October.

HOW ABOUT ROCHESTER FOR 1925?

We suggest Rochester, N. Y., as the meeting place for the American Association of Nurserymen in 1925, the date of the Fiftieth Anniversary of the Association.

Rochester is the original Center of the American Nursery Industry. Rochester and Western New York have many Nurseries and many attractions and full equipment.

Syndicated Newspaper Articles

Manager Rockwell, Bridgeton, N. J., of the A. A. N., finds it difficult to get 100% returns from newspaper work. He says one of the reasons is that members of the association do not co-operate by getting their local paper to use the matter. He says it is necessary for a member to induce editors to use the syndicate matter. He offers to send the members the matter and tell them how to do it.

J. W. Hill, Des Moines, Ia., Nursery Co., is president of the Western Canners Association which held its semi-annual meeting in Chicago last month.

When writing to advertisers just mention *American Nurseryman*.

To Write History of the Nursery Business

John Watson, secretary of the DuBois Press, Rochester, N. Y., makes this announcement:

"For some years I have had it in mind to write a history of the Nursery business in this country: its beginnings, its development into a great industry and its contribution to the country's present beauty and wealth. And while I have gathered material and worked upon it from time to time, the real work has been put aside as often to give time for more pressing things.

"The history of an industry is largely the history of the men in it. The Nursery business in this country,—in its larger aspects,—does not date back very many years; there are men living now who saw and had part in its real development and first important and national growth; but those veterans are in their autumn days and if the valuable data they can furnish is to be had and used, the work of gathering and compiling this information must be done soon.

"I do not undertake the work because of any idea that I am the one to do it; rather because no one else has done it and it seems to be something that ought to be done. There are doubtless others with wider experience and more ability; but the work remains undone. It is something that calls for the co-operation of many; to bring it to completion, requires the active and cordial assistance of those in the trade. The work will have to be the work of many.

My plan is to proceed until the cost of the publication can be estimated and then invite enough subscriptions to make the book possible. I realize that the sale of such a volume would not be large; it would

hold interest only for Nurserymen and possibly for a limited number of them. It could not possibly mean any profit in money. Nor do I wish to approach the task in any spirit of money-making. It must be a labor of love. My identity with the trade, my association with them in many trade organizations, make me hope to make the volume (with their assistance), an appreciation and an expression regarding the industry; one that we will care to have in our libraries.

"I said that the history of an industry in largely the history of the men in it; therefore it will contain much of biography and the record of leading firms in the business. But it is to be in no sense a directory. A directory is something temporary.

"If there should be enough subscribers to insure publishing the volume, it will be offered then for subscription generally; and should there be any surplus over and above the actual cost of the printing, the profit, if any, will be donated, with their consent, in the name of the guarantors, to the American Association of Nurserymen for use in advancing the Nursery activities of the country. And as 1925 will be the fiftieth anniversary of the organization of the Association, I think it would be suitable to mark the occasion with this publication; and I hope to have it ready then. Whether that will be possible, will depend on the co-operation I confidently expect from the Nurserymen."

John Davey, founder and president of the Davey Tree Expert Co., Kent, O., died November 8th.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1924 Convention, Atlantic City, N. J., June 25-27.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 401 Phelan Bldg., San Francisco. Oct. 15, 1923, San Francisco.

Connecticut Nurserymen's Association—R. B. Faxon, secy., New Haven, Ct.

Eastern Canada Nurserymen's Association—E. D. Smith, Winona, Ontario, president.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Illinois Nurserymen's Association—J. A. Young, secy., Aurora, Ill. Jan., 1924.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia. Nov. 12, 1923.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1924, Hort'l, Hall, Boston, ton.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 23, 1924, Kansas City, Mo.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo. Dec. 1923.

New England Nurserymen's Association—Donald D. Wyman, sec'y, N. Abington, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

Northern Nurserymen's Retail Association—C. H. Andrews, secy., Faribault, Minn. December 18-20, 1923, St. Paul, Minn.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 7, 1924, Rochester, N. Y.

Ohio Nurserymen's Association—Clarence Siebenthaler, secy., Dayton, O. Jan. 24, 1924, Columbus, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash., Convention, 1924, Yakima, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rhode Island Nurserymen's Association—H. H. deWildt, secy., 521 Elmwood Ave., Providence, R. I.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Sept. 19-20, 1923, Dallas, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala. Sept. 1924, Greensboro, N. C.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan. Jan. 23-24, 1924, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

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LITERATURE

The Cultivated Evergreens, edited by L. H. Bailey; cloth, 8vo, illustrated, pp. 434. New York. The Macmillan Co. Rochester, N. Y.; American Fruits Pub'g. Co., post-paid, \$7.75.

This is one of the most valuable books on a phase of horticulture issued this year. For sometime there has been rapidly increasing interest in evergreens. Nurserymen have almost without exception reported brisk demand for such trees and plants and in some cases Nursery stocks have been depleted by the many calls from planters. One of the reasons is the marked activity in landscaping generally; another is the need for planting the grounds of the many new homes and institutions which has sprung up in the revival of building operations. These conditions have driven many Nurserymen to the books and other sources of information on landscape architecture. A prime requisite in landscaping is the intelligent use of evergreens; and, as Dr. Bailey says, to make a book of the evergreens requires that experts be consulted. The present volume, therefore, is a compilation of articles written by several persons, on a projected plan, brought together and edited in one office. This is one of the chief features of this book of great value. The trade will at once recognize in the following list of contributors to this symposium leading experts at the feet of any one of whom Nurserymen would gladly sit and receive inspiration and wisdom:

Ralph S. Hosmer, Professor of Forestry and head of the Department of Forestry, New York State College of Agriculture, Cornell University; O. C. Simons, landscape gardener and author of the book, "Landscape Gardening"; John Dunbar, Assistant Superintendent of Parks and Arboreturist, Rochester, N. Y.; George P. Brett, President of the Macmillan Company, interested in the planting of evergreens on his estate in Connecticut; Henry Hicks, Nurseryman on Long Island; Frederick Ahrens, propagator, Park Department, Rochester, N. Y., and long engaged in the same work with the old firm of Ellwanger & Barry; E. Bollinger, of the Robert Douglas' Evergreen Nurseries in Illinois; W. T. Macoun, Dominion Horticulturist, Ottawa, Canada; Ernest Brauton, horticulturist in Southern California; C. R. Crosby, Professor of Extension Entomology, New York State College of Agriculture, Cornell University; F. Dickson, Instructor in Plant Pathology, New York State College of Agriculture, Cornell University; Alfred Rehder, of the Arnold Arboretum of Harvard University, author of many contributions on the botany of woody plants; Frederick V. Coville, Botanist, United States Department of Agriculture, who has given special attention to the cultivation of certain Ericaceous plants; Ralph W. Curtis, Professor of Ornamental Horticulture, New York State College of Agriculture, Cornell University.

Since Joseph Hooper, Nurseryman, issued "The Book of Evergreens" fifty years ago, lists of evergreens have been greatly extended, the knowledge of injurious insects has vastly increased and the science of pathology has been formulated.

The new book, besides being a necessity for the Nurseryman, will prove of great interest and value to the property owner as teaching him the proper use of evergreens and instilling a greater love and desire for them.

The love of conifers, says Dr. Bailey, is no passing fancy. It is not subject to change in fashion. What a man plants today will give him joy as long as he lives, and the trees will carry his memory to his

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A. McGill, Chairman; C. R. Burr, Bob Chase, Charlie Ferguson, "Honest John" Fraser, R. R. Harris, Lester C. Lovett, C. G. Perkins, "Stubbs."

children's children. In wandering over a country side one enters with reverence an opening margined with evergreens and sits on a mound in a quiet reflective mood. The desire is to transplant this quiet retreat to one's own estate.

Space does not permit at this time more than an outline of the subjects treated in this book, but these indicate at once its highly practical as well as entertainingly instructive character. These include:

The Coniferous Evergreens in the Landscape.

Cultivation and Propagation of Conifers. Adaptation of Conifers.

Insects, Diseases and Injuries of Ornamental Conifers.

Systematic Enumeration of Conifers Cultivated in North America.

General Advice on Broadleaved Evergreens.

Main Botanical Kinds of Broadleaved Evergreens.

Check-list of Woody Evergreens.

The illustrations include 48 half-tone engravings and 97 illustrations in the text. The plates are largely specimens in the Arnold Arboretum, the Hunnewell estate at Wellesley, Mass., and Mr. Brett's plantation in Connecticut. The book is appropriately bound in cloth of evergreen and buff colors.

Manual for Spraying, by K. L. Corkerham. Cloth, illustrated, pp 870 New York: The Macmillan Co.; Rochester, N. Y.; American Fruits Pub'g. Co., \$1.40 postpaid.

While giving due credit to the information supplied by experiment stations, etc., in special topics bulletins on spraying, the author remarks: "The general agriculturist cannot go to a library for his information; he needs it all in hand at the same time. The reader will find the easiest way to use this book is by referring to the index for the subject he wishes to look up; then after finding in the tables what spray to use on that particular crop he will turn to the chapter on insecticides and fungicides and there find his spray treated as to occurrence, chemical reactions, properties, formula and the specific method for preparing it for field use."

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BUILDERS of BEAUTYAmerican Association of Nurserymen
BRINGERS of BOUNTY

In Southern Territory

Interest in Satsuma orange culture along the gulf coast of the Southeastern states continues to increase. A large development, among others, is in progress in the lake country of Northwestern Florida, close to the Georgia and Alabama boundary lines.

The principal development is in Jackson county and has been brought about by Dothan, Troy, and Montgomery people, with scattered units from Hartford, in Geneva county, Headland, in Henry county, and the western counties of Georgia. These units are all-powerful in their own counties, however, and represent the most progressive and successful farming element. From the cities the investors in Satsuma lands are for the most part merchants and professional men.

Producing orchards are the best evidence that the Satsuma grows prolifically in that section of Florida where sandy soil, deep clay and elevation above sea level make conditions favorable for citrus fruit production. The established orchards are on the high ridge running through Jackson, Calhoun and Washington counties, with the center of present production at Round Lake, in the first named county. There is one fifteen-year-old orchard there of fourteen acres from which \$1,500 worth of fruit has been taken this year and the trees are still full of oranges. The total crop in this orchard is estimated at \$3,750 this season.

Considering that the owner, Willis Carroll, a native of Dothan, started out with \$2,000 fifteen years back, and that he has been getting from \$1,500 to \$2,500 annually out of his orchard for the past five years, an offer of \$50,000 for the orchard did not surprise those who are conversant with the Satsuma development.

The Round Lake Satsuma company and the Dekle Land company staged a big public meeting at Round Lake which was attended by more than six hundred people, many of whom came from South Alabama and principally from Dothan. It is reported that every orchard offered for sale, and every place of cleared land suitable for Satsuma growing offered by the company changed hands. Some of the purchasers were from Georgia and other parts of Florida.

Speakers addressed the crowd in the most optimistic terms regarding the comparatively new industry. These included Dr. H. H. Hume, president of the Glen Saint Mary Nurseries; Jefferson Thomas, head of the Thomas Advertising Agency of Jacksonville; D. C. Gillette, president of the Florida Fruit Growers and A. S. Perry, of Cuthbert, Ga., prominent pecan grower.

Dr. Hume discussed the Satsuma growing in all its phases, from the scientific standpoint of a horticultural expert. Mr. Thomas, the man who "put the Sealsweet orange on the map," dealt with marketing problems and gave the growers and intending growers some sound advice on standardizing their product.

One fact stated by Mr. Gillette made a considerable impression—that the nearer the danger line of freezing fruit was raised, the better the fruit. He could see in that part of Florida the development of a citrus industry as important as the industry in South Florida which he represented.

When writing to advertisers just mention American Nurseryman.

Florida Scab Regulations

No more moving of undefoliated citrus Nursery stock that is infected by citrus scab after January 1, says the Florida State Plant Board, and its inspectors throughout the state have been instructed by letter to this effect.

For nearly three years permits have been issued for the moving of undefoliated citrus seedlings having very small amounts of scab upon them. However, experience has proved that stock can be produced that is absolutely free of this disease. Scab-free seedlings are stronger and more valuable than scab-infected ones and at the same time will not spread the disease. Spraying the citrus seedlings with 3-3-50 bordeaux mixture about every two weeks is the means whereby the plant board has eliminated or prevented scab on its experimental plots. The spraying should be thoroughly done with correctly prepared bordeaux, beginning before any scab shows up on the plants.

Nurserymen and others who are planting citrus seedbeds are urged to note the new restriction and means of producing scab-free seedlings and to lay their plans to spray their seedbeds regularly, if they wish to move the seedlings with the leaves attached.

CULTURAL TOPICS

Worth of American Manetti

Frank A. Chevenka, Sumner, Wash., writes to the Florists Exchange:

In your valuable paper for Sept. 1, the writer notes three letters touching upon the Manetti stock question. The authors of those letters to the F. H. B. are evidently poorly acquainted with Manetti stocks grown for experiment and for his own grafting Manetti stocks, which, for the past seven years, have proved equal to any we have ever imported from England or elsewhere.

The trouble with our eastern brothers is that they have rather overlooked us; we seem to have become lost in the turmoil of their big business. I admit we have been somewhat slow in making headway, but have hopes that in the near future we may be considered as partially alive.

Manetti rose stocks can be grown here, better than England or France ever produced them, and they can be grown at a price more or less in keeping with that charged for selected produce from abroad. There has been no encouragement extended toward us to develop the industry of growing of such stocks. We have bought from Eastern growers, young roses on imported Manetti, but we do not hesitate to state that we can produce far superior plants on our own Manetti stocks, the latter taking no longer to produce than is customary in England and France.

Our experience with Washington grown Manetti is that with nearly all varieties, we get 97 per cent plants fit for sale. There has been no comparison between the results attained with our own Manetti for grafting and the best English. The long journey the latter has to face probably accounts for the many failings.

Rosa Odorata vs. Manetti

Referring to a recent visit to E. G. Hill, Richmond, Ind., noted rose grower, a writer in American Florist says: Each year a selection of the new varieties offered by the best European growers are imported and immediately tested out, by taking eyes from the dormant plants and budding on the growing stock of the Japanese species, Rosa odorata. These unite at once, developing into strong shoots that flower before their parent plants in the same house have much more than started. In this way the worth of any meritorious variety is soon ascertained and many months gained over the old method of waiting for the dormant plants to flower.

Rosa odorata is being more largely used as a grafting or budding stock, some varieties doing much better on this than the manetti. Several benches of the new yellow Claudius Pernet, that have been budded

on odorata, were making a splendid growth. The plants on which these were budded were cuttings taken in February; these had attained a good growth in two and a half-inch pots, were budded April 15, and benched June 28. They were in middle October strong bushy plants three to four feet in height, with fine large flowers on stems, 18 to 24 inches in length. The buds are perfectly formed and exceptionally fine flowers are looked for later in the season. America as seen here is fine, and a house or several of them of their improved Columbia, a selected sport which holds true and is more desirable in every way, is a noticeable feature. Premier is well represented filling a house 28 x 500 feet, built the past summer, and the stock looks very fine. Amelia Gude, which has found favor with many, is doing splendidly here. Several of the second and third year old seedlings are thought well of but nothing of the calibre of Premier or Columbia is in sight at present.

A house of Joseph H. Hill's new red variety, Sensation, looked wonderful in its great wealth of handsome flowers, produced on long flexible but straight stems. It is a strong grower having the vigor of Premier which is one parent and the velvety red and form of flower, only a little deeper, than Hoosier Beauty which formed the cross. The roses had all been allowed to open in order as the wood is then about right for budding and grafting.

An Important Service

Richard Faxon, chief of the division of plant industry, Dept. of Agr., of Ohio, says in a recent bulletin:

"The inspection of foreign seedling Nursery stock, seeds and bulbs at destination, is delegated to the state inspection forces by the Federal Horticultural Board. Since January 10 this division has inspected one hundred and ninety-three cases of seedling stock from France and Holland, amounting to nearly two million pieces. During the same time, eleven shipments of foreign seeds were examined. On account of the prevalence of crown gall in apple stock during the past year, several shipments from western states were inspected at the request of Ohio Nurserymen receiving them, with the result that a considerable percentage was returned to the grower. This service is an important one as it aims to keep out new pests and prevent the further spread of those already established. Among the French seedlings inspected were found three cocoons of moths not known in Ohio and possibly able to do great damage to our crops."

OFFICIAL CATALOGUE

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Compiled By

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Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2 1/2 to 4 inches. Nice block of transplanted American Elm 1 1/2 to 3 inches.

Shrubs and Perennial Plants

General Assortment.

W. B. COLE, Painesville, Ohio

We Have Them in Large Quantities

Catalpa Bungei, 1 & 2 yr. hds.
Cut-Leaf Birch, 1 yr. 3-4 ft., 4-5 ft.
Berberry Thunbergii, 3 yr. 12-18 in., 18-24 in.
Hydrangea P. G., 2yr. 12-18 in., 18-24 in., 2-3 ft.
Poplar Carolina, Lombardy, 6-8 ft., 8-10 ft., 10-12 ft.
Spirea Van Houttei, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.
Currants, 2 yr. No. 1; 2 yr. No. 2
Grape Vines, 2 yr. No. 1; 2 yr. No. 2
Privet Cal. 2 yr. well branched 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.

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The latest and only up to date book on the newest and one of the most important branches of Horticulture, giving a broad survey of a rapidly growing industry. Detailed explanation of successful methods of propagation and the new process of grafting with the use of paraffin; illustrated.

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A Regular Plan to Plant Another Tree Campaign

The State of New York is conducting the biggest kind of "Plan to Plant Another Tree" Campaign. Readers of the *American Nurseryman* know what is being done by the state Nurseries, but they may not know that the conservation commission is pushing a propaganda for tree culture which undoubtedly does much to increase the demand for the products of the commercial Nurseries. The *Antlago*, Wis., *Journal* recently said editorially:

The Milwaukee *Journal* calls attention to the fact that New York state has distributed 7,000,000 trees from the state Nurseries, which should prove encouraging to conservationists.

New York's state Nurseries now are growing 10,000,000 trees annually. Since the state began selling trees at cost, 80,000,000 or enough to reforest 80,000 acres, have been taken by the people.

But New York didn't stop with the mere growing of trees. The conservation commission, the state college at Syracuse, and many other agencies have persistently pounded home the lesson of tree culture. By publicity thousands of New Yorkers have learned not only of the tree's economic value, but of its beauty, its desirability, its scenic worth, and its roadside solace.

Meanwhile, in Wisconsin, though numbers are coming to an appreciation of trees, their progress is slow. Wisconsin's conservation commission, too, needs the funds and the men that will make better known the purposes behind its work, the need for, and value of, proper conservation. Until such publicity is used no amount of tree culture in the state Nurseries will get Wisconsin very far. Unless people know that in Wisconsin, too, trees are grown by the state; and know, above all else, why trees ought to be planted, they will not begin buying state trees at the rate of 7,000,000 annually, nor planting them, nor adding to the beauty and value and future pleasure of their state.

There is a state Nursery north of Antigo, near Arbor Vitae, and the small trees can be had from this Nursery for practically nothing. Let's make use of this opportunity in Langlade county and help restore some of the timber resources as well as beauty spots that are going fast.

Recent Publications.—"The Satsuma Orange in South Mississippi", by E. B. Ferris and F. B. Richardson, Miss. Agl. Expt. Sta.; Naperville, Ill., Nurseries' General Price List; "Root Knot: Its Cause and Control," by G. H. Godfrey, pathologist, U. S. Dept. Agr.; E. C. Robbins' Wholesale Price List of Hardy rare broadleaved evergreens, etc., Pineola, N. C.; Alessandro Squadrille, wholesale catalogue of seeds, Naples, Italy.

Of the more than a hundred crop pests of major importance that the American farmer has to board and lodge at an annual cost of between one and two billion dollars, scarcely a dozen are native to the soil. Until the Federal plant quarantine act was put into effect about 10 years ago, they were being brought into the country from all parts of the world, principally Europe and the Far East.

Nursery Inspector L. M. Ware, Alamogordo, cautions Nurserymen of that state that nematodes and fungous diseases should be watched with special care; also that nut grass should be kept from spreading to other points. He finds Alabama Nurseries exceptionally free from insects and diseases constituting a serious menace.

Thornburg Nursery Company, Evansville, Ind., capital, \$40,000; general Nursery and greenhouse business; directors Gaines H. Thornburgh, Lillian Thornburgh, George O. Thornburgh.

V. A. Vanicek, Newport, R. I., is recovering from effects of an accident by which his collar bone was broken.

When writing to advertisers just mention *American Nurseryman*.

American Nurserymen who are also orchardists realize the value of especial attention to the planter long after the sale of Nursery stock to him has been made. The Nurseryman will do well to maintain a direct interest in the progress of the orchard for which he has supplied trees. The *Horticultural Trade Journal*, in England, says:

Amongst the Nurseries of Great Britain W. Seabrook and Sons, Ltd., of Chelmsford, have a national and international reputation for Fruit Trees. Not content with this, they have so applied themselves to the question of the difficulties of the fruit grower, that they offer a splendid practical advisory service to intending planters as to the best varieties to plant in any particular district, and also equally valuable they give advice and instruction in the best and most useful methods of packing and grading of various fruits for market. Messrs. Seabrook are themselves in close touch with packing and grading as they send quantities of produce away during the seasons, and have in past years exported Apples packed in 40 lb. boxes to Cape Town and South America. The Nurseries are situated at Boreham and Toppinghoe Hall; the latter joins the main railway at Colchester. The combined acreage of these Nurseries is about 300 acres.

Oklahoma Nurserymen in It

The Oklahoma State Board of Agriculture, State Forest Association, and the Forest Department of the A. & M. College, dedicated on Nov. 25th one mile of the beautiful 23rd street highway which begins under the shadow of the state capitol, to the pioneer and later citizens of Oklahoma and the world war veterans who have made Oklahoma history, by planting one mile of trees in honor of their endeavors. This ceremony is in line with the state-wide campaign of tree planting and home beautification program launched by the State Board of Agriculture and the State Nurserymen's Association which began in November and will continue throughout the planting season.

TRANSPORTATION

That the period of general demoralization and carelessness with the rights of individuals and property which followed the war had a far greater effect upon railway operating expenses than is generally realized is interestingly brought out in the report of the American Railway Association Committee on Freight Claim Prevention for the year 1922 just published.

This shows that during the year 1922 the railroads succeeded in reducing loss and damage claims by \$48,645,000, compared with the claims of the preceding year, 1921. The total losses of that year amounted to \$96,730,000, making the reduction effected in 1922 one of approximately 50 per cent.

The cutting in half of loss and damage claims was effected by a general co-operative movement on the part of shippers and employees and railway managements.

Loss and damage claims rose from less than \$25,000,000 in 1916 to \$120,000,000 in 1920—almost a five-fold increase! It also shows that by three years of general co-operative effort this item of expense has been reduced from \$120,000,000 in 1920 to approximately \$48,000,000 in 1922.

The co-operative efforts of the railroads have been greatly assisted by the well directed and public spirited co-operation of manufacturers and shippers. Over 380,000 copies of a circular showing how to avoid loss and damage to freight have been distributed by them and the railroads.

A comprehensive plan for linking organized motor transport with the railroads in the development of a balanced national system of transportation is outlined in the report of the committee on the relation of highways and motor transport to other transportation agencies submitted to Julius H. Barnes, president of the Chamber of Commerce of the United States.

From Various Points

W. B. Cole, Painesville, O., reports more business than his company can handle, even with recent large increase of equipment.

Peter Bohlender & Sons, Tippecanoe City, O., report strong demand, wholesale and retail for fruit and ornamental stock.

J. H. Wallace, Creston, Ia., for 30 years a salesman for the Shenandoah Nurseries, died Oct. 27th.

Downing & Cox, Glendale, Cal., will be in new offices January 18th, in connection with a seed and bulb store. Their main propagating plant comprises two acres, half an acre of which is under lath.

Twenty acres of a subdivision at Park Ridge, Ill., will be landscaped by the Pfund Nurseries, Elmhurst, Ill.

Crow's Nurseries, Gilroy, Cal., report that their new plant in San Benito county is coming along finely and that next year they will offer fruit and ornamental stock therefrom.

The Teas Nursery Co., has the contract for planting ornamentals in Broadmoor, the new residential section of Houston, Tex.

William T. Kirkman, president of Kirkman Nurseries, Brentwood, Contra Costa county, California, believes that section of the state is unequalled for fruit growing. He has 1500 acres in fruits of various kinds and will plant more.

M. J. Moniz, Sebastopol, Cal., is the only Nurseryman in Sonoma county to issue a catalogue of small fruit plants, fruit trees, roses and grapevines. Recently he sent a large order of assorted plants to Brazil. He has supplied leaves and berries of 17 varieties for illustrative work in the 23d edition of the work on this subject issued by Professor L. H. Bailey, authority on small fruits.

Clarence E. Cary, Rose Hill Nurseries, Minneapolis, is now assistant professor of horticulture in the Univ. of Minn.

A. Van Kleef has sold his Nurseries in Boskoop, Holland, and is now with his sons at Port Washington, N. Y., where he expects to continue in his work of propagating which he has followed for 48 years.

Jackson & Perkins Co., Inc., Newark, N. Y., have placed orders for two connected steel frame greenhouses, each 21x73 feet, King construction. The houses will be devoted to roses.

How's Business

Some ten or twelve years ago the writer had occasion to make a somewhat extended report of the Nursery establishments in Los Angeles, Pasadena and other nearby towns. Leaving out a few well known firms it was easy to pick out the Japanese Nurseries from those run by Americans. From half a block away usually the unkempt appearance of the later proclaimed the ownership. It was a sad revelation. On the other hand the oriental growers in almost every case had clean and tidy places of business, small perhaps but well tended. Fortunately these conditions do not obtain any more but they were striking instances of good and bad advertising at that time. In other words business as a rule is what the business man makes it and it should be looked on as a shortcoming to give an unfavorable reply when asked "How's business?"—H. R. Richards in Western Florist.

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A letter recently received from President Robert Pyle of the Conard & Jones Company says: "Your recent issue serves to reinforce a conviction that has been growing with me that you are alive to the interests of the Nurserymen and sensitive to their needs. I want you to know that some of us appreciate the fact that we have a Trade Journal which may be counted upon to help boost the movements that are for the betterment of the Industry generally."

The D. Hill Nursery Company in a recent letter said: "I am more than ever convinced that the "American Nurseryman," being an independent Trade Journal, is a logical medium which should be dominant in the Nursery Field."

"Your publication is doing a great work. We are all with you."—John A. Young, President, Aurora (Illinois) Nurseries.

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A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.—H. Dumont, Chicalo, Ill., in Printer's Ink.

